

Message Text

UNCLASSIFIED

PAGE 01 THE HA 01946 141355Z
ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 EB-08 /021 W
-----141356Z 070904 /53

P R 141308Z APR 77
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC PRIORITY 285
USDOC WASHDC PRIORITY
INFO AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 1946

USDOC CALL FIELD, EXT 5373, IMMEDIATELY ON RECEIPT

E.O. 11652: NA
TAGS: BEXP NL
SUBJECT: NETHERLANDS COUNTRY COMMERCIAL PROGRAM - RECOMMENDED
EVENTS FOR FY 79 CCP

REF: (A) FIELD/HARARY TELCON APRIL 13, (B) THE HAGUE 1489

1. AFTER CAREFUL CONSIDERATION, WE RECOMMEND USG PARTICI-
PATION IN FOLLOWING EVENTS DURING FY-1979 WITH EIGHT CATALOG
SHOWS AND ONE TYPE I PAVILION.

2. CAMPAIGN NO 1: CONSUMER GOODS.

A. CATALOG SHOW AT HISWA, INTERNATIONAL PLEASURE BOAT SHOW
TO BE HELD IN AMSTERDAM IN MARCH 1979. FREQUENCY: ANNUAL.
PARTICIPANTS IN 1977: 392, VISITORS IN 1977: 216,780,
FROM TRADE AND PUBLIC.

B. CATALOG SHOW AT KARWEI, INTERNATIONAL DO IT YOURSELF SHOW
TO BE HELD IN UTRECHT IN JANUARY 1979. FREQUENCY: ANNUAL.
PARTICIPANTS IN 1976: WUTN REPRESENTING 471 COMPANIES FROM
29 COUNTRIES. TRADE VISITORS IN 1976: 27,629. PUBLIC
VISITORS IN 1976: 91,352.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 THE HA 01946 141355Z

D. CATALOG SHOW AT CARAVAN RAI, INTERNATIONAL CARAVAN SHOW
TO BE HELD IN AMSTERDAM IN DECEMBER 1978. FREQUENCY: ANNUAL.
PARTICIPANTS IN 1976: 141. VISITORS FROM TRADE AND PUBLIC
IN 1976: 92,586.

D. USHUS EXHIBIT AT HUISHOUDBEURS, INTERNATIONAL HOUSE-

HOLD FAIR TO BE HELD IN AMSTERDAM IN APRIL 1979. FREQUENCY: ANNUAL. PARTICIPANTS IN 1977: 400. VISITORS FROM TRADE AND PUBLIC IN 1976: 230,000. WE HAVE IN MIND A BASIC CATALOG SHOW SUPPLEMENTED BY VTR'S, IF POSSIBLE BY THOSE PARTICIPANTS WISHING TO PAY EXTRA COSTS.

3. CAMPAIGN NO 2: AUTOMOTIVE PARTS AND ACCESSORIES, AND GARAGE EQUIPMENT.
CATALOG SHOW AT AUTOVAK, INTERNATIONAL SHOW ON SPECIFIC GARAGE EQUIPMENT, PARTS AND ACCESSORIES, TO BE HELD IN MARCH OR APRIL 1979. FREQUENCY: BIENNIAL. NUMBER OF PARTICIPANTS IN 1977: 208, REPRESENTING 1132 COMPANIES. NUMBER OF VISITORS FROM TRADE AND PUBLIC IN 1977: 32,326.

4. CAMPAIGN NO 5: COMPUTERS AND PERIPHERALS/BUSINESS EQUIPMENT AND SYSTEMS.
CATALOG SHOW AT EFFICIENCY FAIR, INTERNATIONAL OFFICE EQUIPMENT EXHIBITION, TO BE HELD IN AMSTERDAM ON OCTOBER 10-18, 1978. FREQUENCY: BIENNIAL. NUMBER OF PARTICIPANTS IN 1976: 268. NUMBER OF VISITORS IN 1976: 117,285, FROM TRADE AND PUBLIC.

5. CAMPAIGN NO 6 AND 7: HEALTH CARE INSTRUMENTS AND LABORATORY INSTRUMENTS, RESPECTIVELY.
CATALOG SHOW AT HET INSTRUMENT. IT COVERS A BROAD RANGE OF LABORATORY INSTRUMENTS, SCIENTIFIC INSTRUMENTS AND MEDICAL INSTRUMENTS, AND WILL BE HELD IN AMSTERDAM IN SEPTEMBER 1979. FREQUENCY: BIENNIAL. NUMBER OF PARTICIPANTS IN 1975: 350, REPRESENTING OVER 2500 COMPANIES. NUMBER OF TRADE VISITORS UNCLASSIFIED

UNCLASSIFIED

PAGE 03 THE HA 01946 141355Z

IN 1975: 45,000. SHOW WAS A NATIONAL ONE UNTIL 1975. IN 1977, US PARTICIPATION WILL BE POSSIBLE FOR FIRST TIME, PROVIDED US COMPANIES NOT REPRESENTED IN NETHERLANDS.

6. CAMPAIGN NO 8: ELECTRONIC COMPONENTS.
TYPE ONE SHOW AT FIAREX INTERNATIONAL ELECTRONIC COMPONENTS SHOW, WHICH WILL TAKE PLACE IN AMSTERDAM OCT 30-NOV 3, 1978. FREQUENCY: BIENNIAL. PARTICIPANTS IN 1976: 105, REPRESENTING 1500 COMPANIES. VISITORS IN 1976: 14,279, FROM TRADE AND PUBLIC.

7. ACTIVITY NO 3: FOOD PROCESSING AND PACKAGING EQUIPMENT.
CATALOG SHOW AT MACHEVO/MILIEU, AN INTERNATIONAL SHOW TO BE HELD IN UTRECHT OCT 30- NOV 4, 1978. EXHIBITION PROGRAMME: PLANT APPARATUS AND EQUIPMENT FOR THE CHEMICAL, PHARMACEUTICAL, FOOD AND BEVERAGE AND DAIRY INDUSTRIES AND ENVIRONMENTAL CONTROL TECHNIQUES. FREQUENCY: ONCE EVERY THREE YEARS. NUMBER OF PARTICIPANTS IN 1975: 361, REPRESENTING 1533 COMPANIES. VISITORS IN 1975: 19702 FROM TRADE.
MCCLOSKEY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977THEHA01946
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770129-0981
Format: TEL
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770455/aaaabvwp.tel
Line Count: 116
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: d42323a5-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 THE HAGUE 1489
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 16-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2801044
Secure: OPEN
Status: NATIVE
Subject: NETHERLANDS COUNTRY COMMERCIAL PROGRAM - RECOMMENDED EVENTS FOR FY 79 CCP
TAGS: BEXP, NL
To: STATE COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/d42323a5-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009